



# 2020

## YEAR IN REVIEW

Dear Tourism Partners:

2020 has been a year for the books and not in the way we expected. We experienced record highs in both visitations to our region and tourism spending in the past five years. We thought this year would be no different and then a global pandemic hit, crippling the tourism industry. The incredible thing about the tourism industry, specifically Garfield County business owners and residents, is our resilience.

With international travel on hold for most of the year, it gave our office time to reflect on current advertising strategies. We had the opportunity to advertise locally and encourage our residents to get out and experience what makes Garfield County an iconic destination. We know that residents are our greatest ambassadors.

As we move forward, we hope things will again start to pick up for local businesses and our economy. We are focused on doing our best to keep our community and citizens safe while encouraging those visiting to explore safely and spend money locally.

If anything, we know **WE ARE GARFIELD STRONG**; this too shall pass and brighter days are ahead.

With sincere appreciation,

*Falyn Owens*

Falyn Owens  
Executive Director  
Garfield County Office of Tourism





# 2020 BY THE NUMBERS

## TRAVEL GUIDE

Major redesign



**19,061 TRAVEL GUIDES**

Distributed (January - November)

### TOP 5 STATES

1. California ..... 2,022
2. Utah ..... 1,279
3. Texas ..... 1,107
4. Arizona ..... 1,058
5. Florida ..... 1,002



## TELEVISION

**HULU** (Co-Op) (Phoenix, Las Vegas):\*

Impressions ..... 192,743

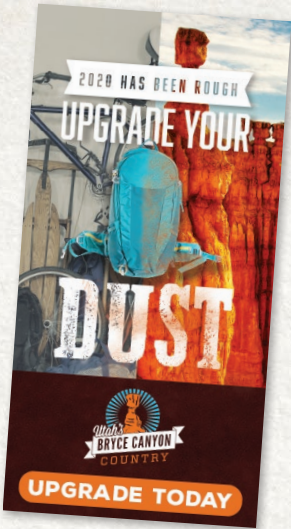
\*Cancelled May-June due to COVID

**COMCAST** (Instate)

Impressions ..... 434,578

**HULU** (Wasatch Front)

Impressions ..... 496,321



## DIGITAL ADS

### PAY PER CLICK

Impressions ..... 318,491  
Clicks ..... 36,048

### YOUTUBE

Impressions ..... 1,404,569  
Engagements/views ..... 668,198

### FACEBOOK/INSTAGRAM

Impressions ..... 8,112,570  
Clicks ..... 156,611

### PINTEREST

Impressions ..... 1,873,887  
Clicks ..... 38,208

### RETARGETING (DISPLAY)

Impressions ..... 2,377,350  
Clicks ..... 3,737

### STGNEWS.COM:

Impressions ..... 70,844  
Clicks ..... 240

### KSL.COM

Impressions ..... 1,133,959  
Clicks ..... 1,408

### STGNEWS.COM

Added Value Banners:\*

Impressions ..... 20,496  
Clicks ..... 52

\*Ran as added value with the Canyon Media  
“Here For You” free buy

## SPOTIFY

(Co-op) Las Vegas, Phoenix, LA

Impressions ..... 624,934

## BILLBOARDS

Las Vegas (Co-op) Impressions.... 17,824,611  
SLC Impressions..... 5,230,390

## SOCIAL MEDIA



### FACEBOOK

Impressions ..... +538%  
Engagements ..... +2,603%  
Followers ..... 35,874



### TWITTER

Impressions ..... +82%  
Engagements ..... +149%



### INSTAGRAM

Impressions ..... +617%  
Engagements ..... +134%  
Profile Actions ..... +280%



### PINTEREST STATS

Impressions ..... 2.8 million  
Engagements ..... 69.03k

## PUBLIC RELATIONS

Throughout 2020, Garfield County has been featured in five local and national news publications. Here are some of the many publications that featured Garfield County and Bryce Canyon Country this year:

- Media Exposure
- Epic Trails
- The Insider Utah
- The Travel Addicts
- Travel Awaits
- Travel Mole

## BLOG POSTS

In 2020, 14 blog posts were created and are housed on the Bryce Canyon Country website.



### BOONDOCKING IN BRYCE CANYON COUNTRY

Nov. 24, 2020

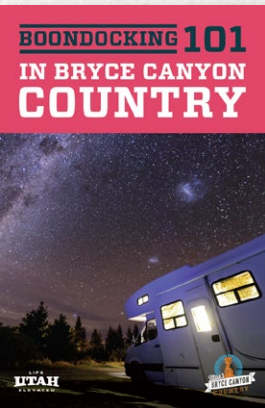
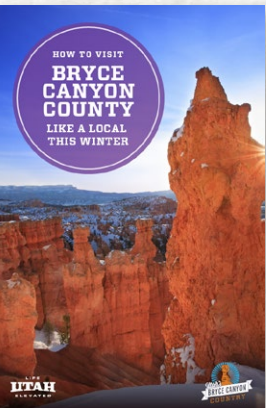
Imagine after a long drive on the road, you find the perfect spot — an untamed piece of wilderness where you can park and enjoy the outdoors all to yourself. You're reminded as you gaze at the stars that the world is beautiful and you're here to enjoy its splendor. Welcome to the experience and...

[Continue Reading](#)

Bryce Canyon Country Tue 11/17/2020 10:00 am PST	
All we can say is wow! Nate did an excellent job at capturing the incredible beauty of Bryce Canyon National Park. Who has been to this spot? <a href="#">@nvalenz</a>	
Total Engagements	332,276
Reactions	215,920
Comments	20,429
Shares	31,411
Post Link Clicks	8
Other Post Clicks	64,508

Bryce Canyon Country Mon 11/9/2020 10:00 am PST	
The Golden Cathedral in Neon Canyon (about a mile from the Escalante River) is a triple pothole arch, with the largest opening about 30 feet in diameter. It's a little tricky to	
Total Engagements	202,575
Reactions	130,857
Comments	10,412
Shares	27,931
Post Link Clicks	1,814
Other Post Clicks	31,561

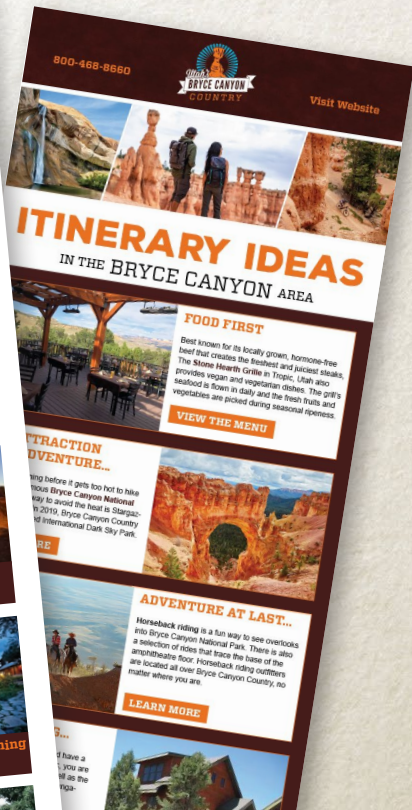
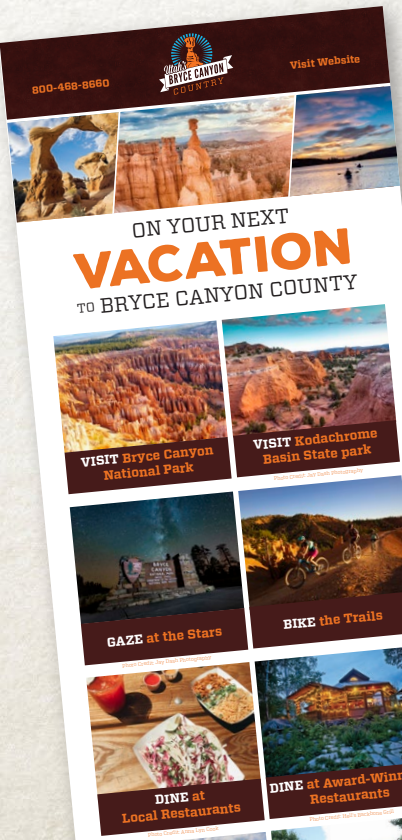
Bryce Canyon Country Fri 10/2/2020 8:49 am PDT	
The Grand Staircase-Escalante National Monument is a rather long name, but this national monument certainly warrants your attention. The monument is most often	
Total Engagements	152,402
Reactions	99,309
Comments	4,840
Shares	19,143
Post Link Clicks	14
Other Post Clicks	29,096



## EMAIL MARKETING & NEWSLETTERS

Emails successfully delivered... 57,175

Clicks ..... 7,461





# 2020 CREATIVE





# LOCAL DINING OPTIONS

**WHY CAN YOU CHOOSE FROM A VARIETY OF GREAT LOCAL DINING OPTIONS. MANY OF THESE BUSINESSES HAVE MADE CHANGES TO OFFER TO GO ORDERS, CARRY OUT PICK UP AND ONLINE ORDERING. PLEASE CONSIDER SUPPORTING OUR LOCAL RESTAURANTS DURING THIS TIME.**

**Antimoney**  
**Antimoney - Misc - 434-3023**  
 House, Monday thru Thursday 9-6 and Friday thru Saturday 9-6

**Bryce Canyon Area**  
**Bryce Canyon Pizzeria - 434-4641**  
 House, 12-10 PM, Online Ordering: [www.brycecanyonpizzeria.com/bryce.htm](http://www.brycecanyonpizzeria.com/bryce.htm)

**Ruby's Ice Creamery Buffet & Breadroom - 434-6408**  
 House, 9:00 AM to 10:00 PM, Online Ordering: [www.brycecanyonpizzeria.com/buffet.htm](http://www.brycecanyonpizzeria.com/buffet.htm)

**Bryce Canyon Inn - 434-8240**  
 House, 12 PM to 10 PM, Take out and carry Call to confirm

**Cowboy Ranch Saloon - 800-824-0262 or 434-624-026**  
 House, 11:00 AM to 10 PM, Carryout only

**Bryce Canyon Diner**  
 House, 9:00 AM to 10:00 PM, Call to order online: [www.brycecanyonpizzeria.com/bryce.htm](http://www.brycecanyonpizzeria.com/bryce.htm)

**Bryce Canyon Lodge Canyon Shims**  
 House, 11:00 AM to 10 PM

**Escalette**  
 5pm to 6pm - 433-4545  
 Carry out, 10-11 PM, Call to order and website pick up only

**Escalette Outfitters - 433-686-686**  
 Breakfast, Lunch, and Dinner Drive Thru

**Escalette & Deli - 433-686-686 or text to order 433-686-0376**  
 Breakfast, lunch and dinner  
 Everything is a phone ordering and pick up or email orders: [Escalette@escaletteoutfitters.com](mailto:Escalette@escaletteoutfitters.com)

**Escalette**  
 House 11:00 AM to 7:00 PM, Take out.

**Escalette**  
 House, 9:00 AM to 9:00 PM, Call to order online.

**DINING INFORMATION IS CURRENTLY CHANGING**  
 Please go to [www.brycecanyonpizzeria.com/updates.htm](http://www.brycecanyonpizzeria.com/updates.htm) and updates. For up to date news.

# WE ARE ALL IN THIS TOGETHER

## TO PROTECT OUR CUSTOMERS, WE'RE:

### Disinfecting

We're regularly cleaning and disinfecting frequently touched surfaces

### Hand Washing

Regular hand washing is a priority

### Face Covering

We've got you covered and so are we. The CDC recommends masks to slow the spread

### Screening

We're screening employees daily for fever, cough, and shortness of breath and ensuring that sick employees stay home

## PLEASE HELP PROTECT OUR COMMUNITY:

### No Cash

We prefer payments not be made in cash

### Hand Washing

Please wash your hands or sanitize before you come in

### Face Covering

We've got you covered and we request that you do the same for us.

### Stay Home

If you're feeling sick, please stay home

**BE CAREFUL OUT THERE, AS OUR EMERGENCY SERVICES ARE LIMITED.**

#StopTheSpread  
#UtahLeadsTogether  
BryceCanyonCountry.com



# **BRYCE CANYON NATIONAL PARK**

Fall in love with the awe-inspiring and iconic rock formations of the area. Look out over the amphitheater of Three Clumps Natural Park and profit on spectacular adventures that will engage old and red rock lovers into tower gowns and candle-lit banquets. Towered and majestic hoodoo look as if they were born from the earth, but have been formed by years of snow and wind erosion.

Watercolor shades are all over you make your way through table-top in Queen's Garden, Pinnacles Loop, Navajo Loop and Pearl's Canyon. Watch the sunset and sunset of Sunrise and Sunset Points — the perfect backdrop to your day.

Journey through the ever-changing scene in the scenic outdoor before you, but only a small part of the perfect photo opportunity is not to be experienced in multiple ways. Climb to coronas, and make up the reality of the truth, but homestead riding is another way to experience the finest of the landscapes with the expert guides. Outside the park, hiking is a popular way to overcome the new and take in the surrounding sights.

In 2019, Bryce Canyon National Park was certified as an International Dark Sky Park, which got a further eye-opening, as well as thousands of stars visible to the naked eye and even more with the aid of a telescope. Many astronomical observing opportunities are available in the park throughout the year.

**Visit Bryce now:**  
<https://www.brycecanyon.com/things-to-do/>  
<https://www.brycecanyon.com/visit-us/>

**BRYCECANYONCOUNTRY.COM**

**VISITOR CENTER LOCATION**  
 1.5 miles from the park entrance on  
 US-63 about 17 miles SW of the  
 town of Big Water, UT

**Hours Available Seasonally**

# GARFIELD COUNTY COLORING CONTEST



**ENTER FOR A CHANCE TO WIN  
PRIZES FROM LOCAL BUSINESSES**

- Download the Bryce and Beyond Activity Booklet:  
[www.bryceandbeyond.com/blog/post/bryce-and-beyond-activity-booklet/](http://www.bryceandbeyond.com/blog/post/bryce-and-beyond-activity-booklet/)
- Color some pages, find the words, or write a haiku.
- Send us a picture of your results. The image can be of your family coloring, the finished product or the picture of your homemade booklet (see page 9 of the activity booklet). Send images to [bryceandbeyondcontest@gmail.com](mailto:bryceandbeyondcontest@gmail.com)
- We will be entered to win a prize from a local business. Please contact information with entry, so winners can be contacted.





All contest prizes provided by the courtesy of our local sponsors. Submitting an image will constitute agreement to participate in the contest and to allow the image to be used in future marketing materials. All prizes are subject to availability. Prizes may vary without notice. Winner must claim prize within 30 days of announcement. Void where prohibited. ©2014 Bryce and Beyond LLC. All rights reserved.

2020 HAS BEEN ROUGH

UPGRADE YOUR

DUST

BRUCE CANYON COUNTRY

UPGRADE TODAY

[illegible][illegible]

**WE'RE HERE TO HELP YOU  
STAY SAFE OUT THERE**

Businesses in Bryce Canyon Country are working every day to ensure the safety of employees, community members and visitors. We know for your peace of mind with newly implemented health and safety guidelines, as this might cause slightly longer wait times.

Change takes time, but note that Bryce Canyon Country is striving to help you Take Your Time and experience everything that is Bryce and Beyond.

For updated information and travel tips for your adventures in the area, visit [brycecanycountry.com](http://brycecanycountry.com).

**SCAN FOR UP-TO-DATE  
INFORMATION ABOUT OPEN  
BUSINESSES IN THE AREA**



**SEE IT. EXPERIENCE IT. LIVE IT.**

**BRYCECANYONCOUNTRY.COM**

**BRYCE & BEYOND**

SEE IT. EXPERIENCE IT. LIVE IT.

BryceCanyonCountry.com/VSL

UPGRADE YOUR DUST

BryceCanyonCountry.com

LIFE  
UTAH  
ELEVATED